

# MASS COMMUNICATIONS

## BACHELOR OF ARTS (B.A.)

| CORE Requirements                            | Credits | Major Requirements                         | Credits | Free Electives <sup>2</sup> or Minor | Credits |
|--|---------|--|---------|--------------------------------------|---------|
| ___ CORE 090 First Yr. Exp.                  | 1       | ___ COMM 111 Survey of Mass Comm           | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 100 Lib Arts Sem.                   | 3       | ___ COMM 115 Comp App for Mass Comm        | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 110 Effect Writ.                    | 3       | ___ COMM 131 Writing for Mass Comm         | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 115 or 116 Oral Comm.               | 3       | ___ COMM 233 Intro to Visual Comm          | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 120 Math Ideas                      | 3       | ___ COMM 237 Mass Comm Law                 | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 131 or 133 Civilization             | 3       | ___ COMM 296 Mass Comm Practicum           | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 140 or 141-145 Forgn.               | 3       | ___ COMM 311 Theories & Persp in Mass Comm | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 150-159 Soc. Sci. <sup>1</sup>      | 3       | ___ COMM 490 ePortfolio for Mass Comm      | 1       | ___ Free Elective**                  | 3       |
| ___ CORE 160-169 Literature                  | 3       | ___ COMM 493 Research Meth. in Mass Comm   | 3       | ___ Free Elective**                  | 3       |
| ___ CORE 170-179 The Arts                    | 3       | ___ COMM 499 Mass Comm Internship          | 3       |                                      |         |
| ___ CORE 180-189 Amer. Studies <sup>1</sup>  | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 190-199 Global Studies <sup>1</sup> | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 250-259 Syst. Theology              | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 260-269 Mor. Theology               | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 270 Natural Sci I                   | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 271-279 Nat Sci II                  | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 280 Philos. I                       | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ CORE 281-289 Philos. II                  | 3       | ___ COMM Track*                            | 3       |                                      |         |
| ___ Total Credits for CORE                   | 52      | ___ Total Credits for Major                | 52      | ___ Total Credits for Free Elective  | 18      |

### Total Credits Required for Graduation = 122\*

\*Students must choose one of the tracks below:

| COMM Track 1  |          | COMM Track 2  |          | COMM Track 3   |          | COMM Track 4  |          |
|---|----------|---|----------|--|----------|---|----------|
| <b>Broadcast and Social Media</b><br><i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> |          | <b>Journalism</b><br><i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> |          | <b>Visual and Brand Communications</b><br><i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> |          | <b>Video Game Design</b><br><i>(Must take ALL 6 courses (18 credits) below plus an additional 2 courses (6 credits) from any other track)</i> |          |
| COMM 251  | COMM 356 | COMM 223  | COMM 324 | COMM 212   | COMM 345 | COMM 244  | COMM 389 |
| COMM 253  | COMM 358 | COMM 226  | COMM 334 | COMM 225   | COMM 346 | COMM 245  | CS 115   |
| COMM 336  | COMM 360 | COMM 320  | COMM 335 | COMM 243   | COMM 369 | COMM 388  | CS 116   |
| COMM 354  | COMM 365 |   |          | COMM 290   | COMM 394 |   |          |
| COMM 355  |          |   |          | COMM 325   | COMM 396 |   |          |
|   |          |   |          | COMM 337   | MSB 210  |   |          |
|   |          |   |          | COMM 344   |          |   |          |

\*\*Students who wish to pursue a **Marketing Minor** or a **Concentration in Marketing** should substitute the following courses as their Free Electives:

| <b>Marketing Minor (15 additional credits)</b> |  | <b>Concentration in Marketing (9 Credits)</b> |  |
|--|--|---|--|
| <i>Three 3 Required Courses</i>                |  | <b>MSB 210†</b>                               |  |
| √ COMM 115 (req. for Major)                    | <i>AND three (3) of the following:</i> | ___ MKT 330 or MKT 350                        |  |
| ___ MSB 210†                                   | ___ MKT 330                            | ___ MKT 315 or MKT 360 or MKT 390             |  |
| ___ MKT 315                                    | ___ MKT 350                            |   |  |
|  | ___ MKT 360                            |   |  |
|  | ___ MKT 390                            |   |  |

†MSB 210 Principles of Marketing is a prerequisite for all other marketing courses.

<sup>1</sup>Students are required to take CORE 150, CORE 180 **OR** CORE 190 to fulfill the Interdisciplinary CORE requirement.

- If a student takes CORE 150, then he/she should choose from 181 – 188 to fulfill the 18x's requirement AND from 191 – 198 to fulfill the 19x's requirement.
- If a student takes CORE 180, then he/she should choose from 151 – 158 to fulfill the 15x's requirement AND from 191 – 198 to fulfill the 19x's requirement.
- If a student takes CORE 190, then he/she should choose from 151 – 158 to fulfill the 15x's requirement AND from 181 – 188 to fulfill the 18x's requirement.

<sup>2</sup>Students may select any course to fulfill a "free elective." You may want to use your free electives to gain additional skills in another Mass Communications track, a double major, or a minor in another content area.

### General Information:

A student must earn a minimum of 120 credit hours to be awarded the baccalaureate degree. The number of credit hours required for graduation may be higher in certain major programs **or** if the student elects to pursue a second major.

Beyond the requirements of the CORE Curriculum and of a student's chosen major program, the balances of the credit hours required for graduation are "free electives."

# MASS COMMUNICATIONS

## SUGGESTED SEQUENCE

- Use the information below as a guide when selecting courses.
- Refer to the reverse side in order when selecting major courses, major electives, core courses, and free electives when applicable.
- Consult your Academic Advisor prior to course registration.
- Refer to the King's College Catalog and/or website for course titles and descriptions.
- Choose one course from each CORE category as listed on the reverse side.
  - CORE courses may be taken in any order approved by the academic advisor with the following conditions:
    - CORE 100 and CORE 110 should be taken in the first year.
    - CORE 115 (or 116) and CORE 120 should be taken within the first two years.
    - For students selecting a Foreign Language (CORE 14x), every effort should be made to register for that language in the first semester at King's.

| <b>1<sup>st</sup> Year - Fall</b>                  |   | <b>cr.</b> | <b>1<sup>st</sup> Year - Spring</b> |   | <b>cr.</b> |
|--|---|------------|-------------------------------------|---|------------|
| _____  | COMM 111 Survey of Mass Communications                                | 3          | _____                               | COMM 131 Writing for Mass Communications      | 3          |
| _____  | COMM 115 Computer Appl. for Mass Comm.                                | 3          | _____                               | COMM 233 Intro. to Visual Communications      | 3          |
| _____  | CORE 110 Effective Writing  | 3          | _____                               | CORE  | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | CORE 090 First Year Experience  | 1          |                                     |   |            |
|  |   | <b>16</b>  |                                     |   | <b>15</b>  |
| <b>2<sup>nd</sup> Year - Fall</b>                  |   |            | <b>2<sup>nd</sup> Year - Spring</b> |   |            |
| _____  | COMM 237 Mass Communications Law                                      | 3          | _____                               | COMM 296 Mass Communications Practicum        | 3          |
| _____  | COMM Track*   | 3          | _____                               | COMM Track*                                   | 3          |
| _____  | COMM Track*   | 3          | _____                               | COMM Track*                                   | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | Free Elective <sup>2</sup> or Marketing Minor (MSB 210 <sup>†</sup> ) | 3          | _____                               | Free Elective <sup>2</sup> or Marketing Minor | 3          |
|  |   | <b>15</b>  |                                     |   | <b>15</b>  |
| <b>3<sup>rd</sup> Year - Fall</b>                  |   |            | <b>3<sup>rd</sup> Year - Spring</b> |   |            |
| _____  | COMM 499 Mass Communications Internship                               | 3          | _____                               | COMM 311 Theories & Persp. in Mass Comm.      | 3          |
| _____  | COMM Track*   | 3          | _____                               | COMM Track*                                   | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | Free Elective <sup>2</sup> or Marketing Minor                         | 3          | _____                               | Free Elective <sup>2</sup> or Marketing Minor | 3          |
|  |   | <b>15</b>  |                                     |   | <b>15</b>  |
| <b>4<sup>th</sup> Year - Fall</b>                  |   |            | <b>4<sup>th</sup> Year - Spring</b> |   |            |
| _____  | COMM 493 Research Methods in Mass Comm.                               | 3          | _____                               | COMM Track*                                   | 3          |
| _____  | COMM Track*   | 3          | _____                               | COMM 490 ePortfolio for Mass Comm.            | 1          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | CORE  | 3          | _____                               | CORE  | 3          |
| _____  | Free Elective <sup>2</sup> or Marketing Minor                         | 3          | _____                               | CORE  | 3          |
|  |   | <b>15</b>  | _____                               | Free Elective <sup>2</sup> or Marketing Minor | 3          |
|  |   |            |                                     |   | <b>16</b>  |
| <b>Total Credits Required for Graduation = 122</b> |   |            |                                     |   |            |

† MSB 210 Principles of Marketing is a prerequisite for all other marketing courses